IN THE CLAIMS

Please amend claims 170-178, 180-188, 191, 217, 263, 295-297, 304-311, 313-314, and 316 as follows:

--170. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a brochure about programs.

171. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a registration printed document.

172. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a financial aid application.

173. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises instructional material.

174. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a test.

175. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a library card.

5   176. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises an identification card.

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cncl.

177. (CURRENTLY AMENDED) A system as defined in claim 168
10   wherein said printed document issued by an educational institutional comprises a tag.

178. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational
15   institutional comprises a decal.

180. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational

c2

institutional comprises an invoice.

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181. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a receipt.

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182. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a credit card.

5   183. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises an application form.

C2
cont.

184. (CURRENTLY AMENDED) A system as defined in claim 168

10   wherein said printed document issued by an educational institutional comprises a transcript.

185. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational

15   institutional comprises a poster.

186. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a banner.

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187. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a meal ticket.

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188. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a schedule of events.

c3
5 191. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a letter of recommendation.

c4 10 217. (CURRENTLY AMENDED) A system as defined in claim 202 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

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263. (CURRENTLY AMENDED) A system as defined in claim 262 wherein said service includes displaying promotional 15 programming material on said display unit of said user.

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295. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code 20 scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

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296. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit is linked to a personal computer.

cb cancel.

5   297. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit is linked to a wireless interface.

304. (CURRENTLY AMENDED) A system as defined in claim 297

10   wherein said <u>feature</u> recognition unit is linked to a personal digital assistant.

c7

305. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit is linked to an

15   Internet appliance.

306. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit is linked to a television set.

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307. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit comprises a portion of a cellular telephone.

308. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit comprises a portion of a personal digital assistant.

c1
cancel. 5   309. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said <u>feature</u> recognition unit comprises a portion of a remote control unit.

310. (CURRENTLY AMENDED) A system as defined in claim 295
10   wherein said <u>feature</u> recognition unit comprises a portion of a handwriting implement.

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311. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

~~im~~printing a machine recognizable feature within a printed document issued by an educational institution;

scanning said machine recognizable feature of said printed document issued by an educational institution; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed document issued by an educational institution.

313. (CURRENTLY AMENDED) The method of claim 311 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

314. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed document issued by an educational institution, comprising the steps of:

5   ~~im~~printing a machine recognizable feature within said printed document issued by an educational institution, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10   scanning said machine recognizable feature within said printed document issued by an educational institution and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

15   accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein

20   said programming material is related to said printed document issued by an educational institution.

C8
Corel.

316. (CURRENTLY AMENDED) The method of claim 314 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.--